



American Brands, RJR, Lorillard, Liggett, Brown & Williamson  
By company and total industry.

① % Volume on coupon for premium brands

by quarter

beginning 1st quarter 1990 through 1st quarter 1992

② average dollar value of coupon for volume on coupon - premium

by quarter

beginning 1st quarter 1990 through 1st quarter 1992

③ % volume on coupon for discount brands

by quarter

beginning 1st quarter 1990 through 1st quarter 1992

④ average dollar value of coupon for volume on coupon -  
discount

by quarter

beginning first quarter 1990 through 1st quarter 1992

Brenda Lewis or Sonya Rush

X 2760

X 2029

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